

THE ROLE OF CAMPUS JOURNALISM IN COMBATTING FAKE NEWS AND DISINFORMATION

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With the advent of social media, fake news spreads like wildfire compared before. The spread became uncontrollable, and many people believe the manipulated graphics and videos, click baits, distorted facts, and other information that are meant to confuse and mislead people. Young people and even adults are target victims of fake news and regardless of age, many still fall for it despite the campaigns and efforts of other people to help correct false information on different social networking sites.

Schools also have the responsibility to help the youth not to become victims of disinformation most especially on social media. One of the ways is to strengthen the practice of campus journalism which could help not only the campus journalists but also other students to become well-educated in scrutinizing facts and being vigilant as they encounter suspicious information posted across different online platforms.

According to Sakal Media Group (2023), by rigorously verifying facts, engaging in cooperative endeavors, promoting openness, and fostering education, journalists have a crucial function in maintaining the credibility of the news environment. The group added that by diligently reporting and actively interacting with viewers and readers, the journalists' objectives are to rectify misconceptions and endorse reliable sources.

Social media facilitates the rapid dissemination of information, and due to the tendency of individuals to place greater trust in content shared by acquaintances, it inadvertently increases the likelihood of a larger number of people accepting false information compared to offline sources. Some individuals argue that digital advertising

networks play a significant part in exacerbating the issue by offering attractive cash rewards to people who abuse the naivety of social media users while remaining anonymous.

As Quilinguing (2023) stated in her article, she mentioned that Colminares highlighted the youth's ability to adapt and create new ideas. This is especially important now, as there is a demand for diverse narratives and perspectives from different populations in the country. Emphasizing the capabilities of campus journalists and publications, he stated that they can transform our campus newspapers from mere campus amplifiers into influential community platforms.

With the power of campus journalism, the actions taken in fighting disinformation could reach a wider audience among youth. The campus journalists must be the first ones to stand against false information and debunk falsehood immediately before it could reach more people. Their roles are crucial because they do not only write news for the community but they also have the responsibility to become vanguard of truths.

The Official Website of DepED Division of Bataan

References:

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